

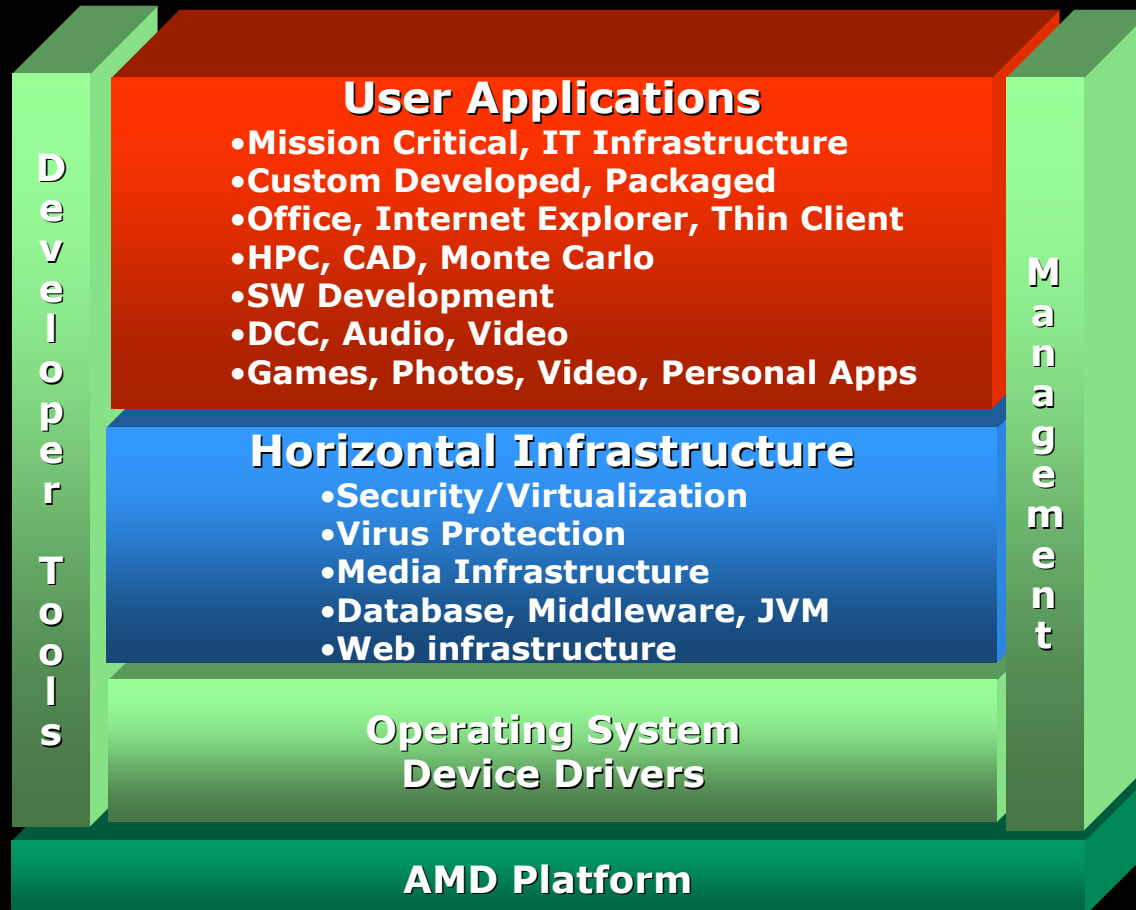


Joe Menard

Corporate Vice President,
Software Strategy

June 10, 2005

- Ensure a complete software ecosystem is available for commercial, consumer, embedded segments
 - Insure top to bottom solution stacks are available
 - Build engineering, marketing relationships with key ISV's, engage other ISV's through developer programs
 - Drive business issues such as licensing
- Ensure base software foundation is available for AMD processor-based platforms
 - BIOS, Operating Systems, Compilers, Java/CLR, Virtualization, Security, System Management, DRM, Multimedia
- Deliver software “reference designs” where appropriate
- Help refine silicon designs based on needs of software



The AMD64 Software Ecosystem Continues to Grow!

- Thousands of x86-based applications run today on AMD64 processors
- Over 300 ISVs, open source software organizations are promoting AMD64 compatibility
- AMD64 processors driving major O/S ecosystems
 - Microsoft, Novell, Red Hat, Sun

AMD64 Ecosystem Web Site Apr. 2005 Statistics

Over 300 Development Organizations

Over 1,300 packages certified for AMD64
over 1,150 are shipping

120 operating system (versions)
Includes Linux, Solaris, UNIX, Windows
52 are 64-bit (32 shipping)

307 Development Tools (versions)
115 are 64-bit (87 shipping)

52 Database Engines (versions)
19 are 64-bit (13 shipping)

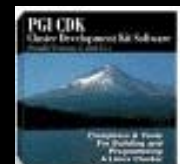
385 Infrastructure Applications
101 are 64-bit (76 shipping)

470 Vertical Applications
171 are 64-bit (114 shipping)

Foundation Technology Support *Examples*



- BIOS
- Operating Systems
- Compilers, Development Tools
- Java
- System Management



Commercial Solution Support *Examples*



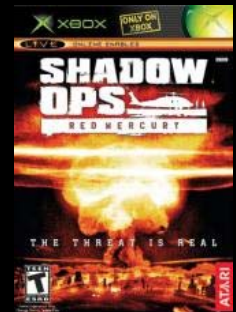
- Application Servers
- Database
- Business Applications
- High Performance Computing
- Digital Content Creation
- IT Infrastructure



Consumer Solution Support *Examples*




- Gaming
- Consumer Multimedia
- Digital Life
- Basic x86 applications



Optimizing The AMD Ecosystem

Engineering Examples





- Write Linux operating system code to enable virtualization on AMD, submit that code to the community 
- Write general purpose math libraries that enable ISV's, end users to write application faster, get more performance
- Create complete SW reference design:
 - Portable media player
 - PIC
 - Thin Client
- Define system management platform from motherboard to software interfaces to management consoles



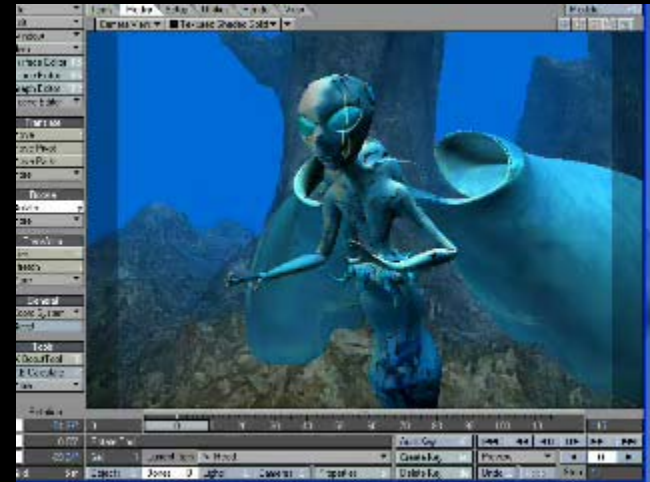
Optimizing The AMD Ecosystem Support Examples



- Work with Microsoft engineering to help insure Windows® can take advantage of 64 bit, dual core, AMD architectures 
- Analyze code from large DCC vendor for performance bottlenecks, help engineers raise AMD performance threefold
- Work with game companies to get 64 bit support in their games, help them to use dual core to advantage 
- Insure nVidia, ATi, Epson, Canon, etc operating system drivers are working, optimized



Digital Content Creation In 32 vs 64 Bits

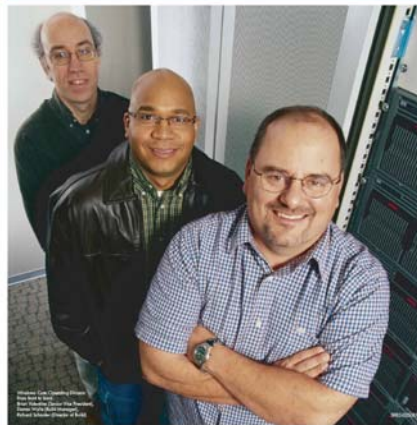


Images created by Rob Powers, 2005

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	<h2>Oracle Grid</h2>	
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	<div data-bbox="838 1096 1093 1139"></div> <div data-bbox="703 1165 794 1208"></div> <div data-bbox="884 1162 1039 1215"><p>oracle.com/grid sun.com/grid or call 1.800.633.0753</p></div> <div data-bbox="1174 1165 1224 1215"></div> <div data-bbox="722 1233 1199 1268"><p><small>Comparison based on IBM p5 595 vs. Sun Fire™ V20z servers, employing dual AMD Opteron™ processors running Solaris™ Operating System. Pricing includes system costs; memory and processor; Solaris 10 is free. Does not include storage, other software costs or switches.</small></p></div> <div data-bbox="749 1286 1170 1305"><p><small>Copyright © 2005, Oracle. Oracle, JD Edwards, PeopleSoft and People are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.</small></p></div>	

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- Ensure base software foundation is available in support of independent software vendors
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- Help refine silicon designs based on need of software

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